

Master thesis „Public television as an educational and informational medium, analysis of the program ČT Děčko“ is aiming at upbringing and education targeted at children and youth, which is offered to its viewers by Czech television as a public media. Upbringing and educational influence is often ascribed to public media in relation to public media definition itself. Educational effect of Czech television is prescribed by a law and is also part of Czech television's Code, especially aiming at children and youth. Primary goal of this thesis is to map how is the Czech television approaching its own requirement in relation with start of children aimed ČT Děčko program. First part of this work is trying to define very basic concepts, like childhood, upbringing and education in historic, sociologic and media context. It is describing idea of childhood, offers possible ways to educational and upbringing potential of television broadcasting as itself. It is also mapping tradition of broadcasting for children and youth, program types, which can be identified in today's broadcasting. Practical part is then, using qualitative analysis, aiming at what ČT Děčko is offering to its children viewers in educational area and which ways are used in order to fulfill this goal. Above that, the practical part is monitoring upbringing goals, which are also part of educational broadcasting. This work is then connecting results of this analysis and findings from the theoretical part in the conclusion.